Application No.: 09/841,423 Amendment dated April 19, 2010

Reply to Final Office Action of November 19, 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Patent Application of: Atty. Docket No.: 007412.01058

John Carney et al.

Serial No.: 09/841,423 Group Art Unit: 2427

Filed: April 23, 2001 Examiner: Duffield, Jeremy S.

For: METHOD AND SYSTEM Confirmation No.: 5451

FOR PERSONALIZATION AND AUTHORIZATION OF INTERACTIVE TELEVISION

CONTENT

AMENDMENT TO ACCOMPANY REQUEST FOR CONTINUED EXAMINATION

U.S. Patent and Trademark Office Customer Service Window, <u>Box RCE</u> Randolph Building 401 Dulany Street Alexandria, VA 22314

Dear Sir:

In response to the Final Office Action mailed November 19, 2009, and concurrent with the filing of a Request for Continued Examination, please amend the instant application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins at page 2 of this paper.

Remarks begin at page 5 of this paper.

If any additional fees are required or an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733 accordingly.